

# THE RURAL PRESS THE COUNTY FAIR

The Local Paper a Most Useful Agency on the Farm—The Press, Pulpit and School a Trinity of Influence That Must Be Utilized in Building Agriculture.

By Peter Radford  
Lecturer National Farmers' Union

A broad campaign of publicity on the subject of rural life is needed in this state today to bring the problems of the farmers to the forefront. The city problems are blazoned upon the front pages of the metropolitan dailies and echoed in the country press, but the troubles of the farmers are seldom told, except by those who seek to profit by the story, and the glitter of the package oftentimes obscures the substance. A searching investigation into the needs of the farmers will reveal many inherent defects in our economic system that can be easily remedied when properly understood and illuminated by the power of the press.

The rural press, the pulpit and the school are a trinity of powerful influences that the farmer must utilize to their fullest capacity before he can occupy a commanding position in public affairs. These gigantic agencies are organized in every rural community and only await the patronage and co-operation of the farmers to fully develop their energy and usefulness. They are local forces working for the best interests of their respective communities. Their work is to build and their object is to serve. They prosper only through the development and prosperity of the community.

Every farmer in this state should subscribe for the local paper, as well as farm periodicals and such other publications as he may find profitable, but he should by all means subscribe for his local paper, and no home should be without it. The local paper is part of the community life and the editor understands the farmer's problems. It is the local press that will study the local problems and through its columns deal with subjects of most vital importance to local life of the community.

## A Noble Task.

In too many instances the country papers mimic the city press by giving prominence to scandals, accidents and political agitation. The new rural civilization has placed upon the rural press renewed responsibilities, and enlarged possibilities for usefulness. It cannot perform its mission to agriculture by recording the frailties, the mishaps and inordinate ambitions of humanity, or by filling its columns with the echoes of the struggles of busy streets, or by enchanting stories of city life which lure our children from the farm.

It has a higher and nobler task. Too often the pages of the city dailies bristle with the struggle of ambitious men in their wild lust for power, and many times the flames of personal conflict near the tender buds of new civilization and illuminate the pathway to destruction. The rural press is the governing power of public sentiment and must hold steadfast to principle and keep the ship of state in the roadstead of progress. The rural press can best serve the interests of the farmers by applying its energies to the solution of problems affecting the local community. It must stem the mighty life current that is moving from the farm to the cities, sweeping before it a thousand boys and girls per day. It has to deal with the fundamental problems of civilization at their fountain head. Its mission is to direct growth, teach efficiency and mold the intellectual life of the country, placing before the public the daily problems of the farmers and giving first attention to the legislative, co-operative, educational and social needs of the agricultural classes within its respective community.

## The Power of Advertising.

The influence of advertising is clearly visible in the homes and habits of the farmers, and the advertising columns of the press are making their imprint upon the lives of our people. The farmer possesses the things that are best advertised.

The farmer is entitled to all the advantages and luxuries of life. We need more art, science and useful facilities on the farms, and many homes and farms are well balanced in this respect, but the advertiser can render a service by teaching the advantages of modern equipment throughout the columns of the rural press.

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The farmer gets more out of the fair than anyone else. The fair to a city man is an entertainment; to a farmer it is education. Let us take a stroll through the fair grounds and linger a moment at a few of the points of greatest interest. We will first visit the mechanical department and hold communion with the world's greatest thinkers.

You are now attending a congress of the mental giants in mechanical science of all ages. They are addressing you in tongues of iron and steel and in language mute and powerful tell an eloquent story of the world's progress. The inventive geniuses are the most valuable farm hands we have and they perform an enduring service to mankind. We can all help others for a brief period while we live, but it takes a master mind to tower into the realm of science and light a torch of progress that will illuminate the pathway of civilization for future generations. The men who gave us the sickle, the binder, the cotton gin and hundreds of other valuable inventions work in every field on earth and will continue their labors as long as time. Their bright intellects have conquered death and they will live and serve mankind on and on forever, without money and without price. They have shown us how grand and noble it is to work for others; they have also taught us lessons in economy and efficiency, how to make one hour do the work of two or more; have lengthened our lives, multiplied our opportunities and taken toll off the back of humanity.

They are the most practical men the world ever produced. Their inventions have stood the acid test of utility and efficiency. Like all useful men, they do not seek publicity, yet millions of machines sing their praises from every harvest field on earth and as many plows turn the soil in mute applause of their marvelous achievements.

## FARMER RADFORD ON WOMAN SUFFRAGE

The home is the greatest contribution of women to the world, and the hearthstone is her throne. Our social structure is built around her, and social righteousness is in her charge. Her beautiful life lights the skies of hope and her refinement is the charm of twentieth century civilization. Her graces and her power are the cumulative products of generations of queenly conquest, and her crown of exalted womanhood is jeweled with the wisdom of saintly mothers. She has been a great factor in the glory of our country, and her noble achievements should not be marred or her hallowed influence blighted by the coarser duties of citizenship. American chivalry should never permit her to bear the burdens of defending and maintaining government, but should preserve her unsullied from the allied influences of politics, and protect her from the weighty responsibilities of the sordid affairs of life that will crush her ideals and lower her standards. The motherhood of the farm is our inspiration, she is the guardian of our domestic welfare and a guide to a higher life, but directing the affairs of government is not within woman's sphere, and political gossip would cause her to neglect the home, forget to mend our clothes and burn the biscuits.

## RURAL SOCIAL CENTERS

We need social centers where our young people can be entertained, amused and instructed under the direction of cultured, clean and competent leadership, where aesthetic surroundings stir the love for the beautiful, where art charges the atmosphere with inspiration and power, and innocent amusements instruct and brighten their lives.

To hold our young people on the farm we must make farm life more attractive as well as the business of farming more remunerative. The school house should be the social unit, properly equipped for nourishing and building character, so that the lives of our people can properly function around it and become supplied with the necessary elements of human thought and activity.

Education is a developing of the mind, not a stuffing of the memory. Digest what you read.

Old men have visions, young men have dreams. Successful farmers plow deep while sluggards sleep.

## BELL SYSTEM SHARES EARNINGS WITH EMPLOYEES

Denver, Colo., Jan.—The American Telephone and Telegraph Company announces that arrangements have been made by which employees of the Bell System who have been two years or more in the service and who so desire may purchase stock of the Company for \$110 per share on easy terms of payment.

No employee can purchase more than one share for each \$300 of annual wages he receives, nor more than ten shares whatever his wages.

The terms of payment will be \$2.00 per share per month beginning with March, 1915, and the quarterly dividends paid on the stock will go towards paying for it after deducting interest at 4 per cent per annum on the unpaid balances.

The American Company has paid 8 per cent dividends for seven years, and it is calculated that dividends at this rate and the \$2.00 per share per month payments by employees will pay for the stock in full by November, 1918. Any employee who so desires can after March 1, 1917, but not before, pay in the balance on his stock and receive his stock certificate.

Should an employee leave the service or die before his stock is fully paid for, the amount he has paid plus the accumulated dividends (less 4 per cent interest) will be paid back.

The American Telephone and Telegraph Company is the parent company of the Bell Telephone System which operates or connects with eight and a half million telephone stations throughout the United States.

It has about 60,000 stockholders and 160,000 employees. Its issued capital stock is nearly \$350,000,000 and is quoted on the Stock Exchanges at about \$118 per share.

The Company makes it plain that no employee is under any obligation to buy any stock, but it is believed that a considerable number of employees will take advantage of this opportunity to save a little money every month and invest it in the business.

## NOTICE OF SALE OF REAL ESTATE BY SPECIAL MASTER

In the District Court of the Third Judicial District of the State of New Mexico, in and for the county of Lincoln, P. G. Peters Plaintiff

vs.  
Charles Pepper, Ethel G. Pepper, A. L. Pepper and Mrs. A. L. Pepper, Defendants. No. 2287.

Under and by virtue of an order of sale and decree of foreclosure issued out of the above entitled court in the above named cause, on the 1st day of December, 1914, wherein the above named plaintiff obtained judgment against the defendants, Charles Pepper and Ethel G. Pepper for the sum of \$154.00, attorney fee of \$50.00 and costs of suit, and also a decree of foreclosure and order of sale in the event that neither of the defendants or any of them paid or caused to be paid to this plaintiff above named the amount of such judgment and attorney fee and costs within 90 days from the date of rendition of said judgment and decree of foreclosure and sale, whereas, I, the undersigned, was by said decree appointed special master in the above entitled cause to advertise and sell the mortgaged premises hereinafter described in compliance with the instructions recited in the said above-mentioned decree and order of foreclosure and sale.

Public notice is hereby given that I, the undersigned special master heretofore appointed by the said court in the above named cause to sell the mortgaged premises mentioned in the said decree and described as follows, to-wit: Lots 1 to 16 Block 87 and lots 15 to 16, Block 76, as shown by the plat of the townsite of Capitán in said county and state, will on Tuesday the 2d day of March, 1915, at the front door of the house located on said lots in the town of Capitán and county of Lincoln and State of New Mexico, at the hour of 10 o'clock of the forenoon of said day, offer for sale and sell at public auction to the highest bidder for cash the said property described above

Under and by virtue of the power and authority in me vested by the above-mentioned decree in the event that the said premises are not redeemed by the defendants or anyone claiming under or through them.

C. C. MERCHANT,  
Special Master,  
Capitán, N. M.

## NOTICE FOR PUBLICATION

025433  
027426  
Department of the Interior,  
U. S. Land Office at Roswell, N. M.  
Jan. 6, 1915.

Notice is hereby given that Robert E. Stidham, of Carrizozo, N. M. who, on Nov. 27, 1911, made Hd. E. Serial No. 025433, for 84½ Sec. 31, T. 7-S, and NE¼NW¼ Sec. 6, T. 8-S, R. 11-E; and on June 30, 1913, made add'l entry, Serial No. 027426, for the NE¼NE¼ Sec. 1, T. 8-S, R. 10, N. M. P. M., has filed notice of intention to make Final three year Proof, to establish claim to the land above described, before William H. Osborn, U. S. Commissioner, in his office, at Carrizozo, N. M., on Feb. 17, 1915.

Claimant names as witnesses:  
W. Henry West, Henry E. Pine, Walter C. Miller, Augustus C. Wingfield, all of Carrizozo, N. M.

EMMETT PATTON,  
Jan. 15 Feb 12 Register.

### PATENTS

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**B. SWIFT & CO.**  
PATENT LAWYERS,  
203 Seventh St., Washington, D. C.

## FINE RANCH FOR SALE OR TRADE

Two hundred acres under good ditch, 400 acres grazing land, all under fence, two dwelling houses, corral, barn, etc. two miles river front for watering stock, one well at house, seven acres good bearing orchard, good roads, on daily mail line, half mile to good school. Can put up 500 tons alfalfa on place. Will sell or trade for strictly cattle ranch proposition. For price and terms see DENNY & OSBORN.

TAKE ADVANTAGE OF THE OTHER FELLOW'S NECESSITY. We have a snap in a business lot, that will make a good investment for you. Come and talk it over with Denny & Osborn.

Prices are cut below wholesale during the big sale now in progress at the Carrizozo Trading Co.

YOU BE A  
"PRUDENT  
MAN"  
TOO



When the year has nearly rolled around what a satisfaction it is to have for your months of labor a NET RESULT! The man who BANKS his money and has his money safe not only enjoys the feeling of independence but spurs himself on to GREATER work.

We offer the services and safety of our bank to those who have not yet banked with us. We refer them to those who have made our bank their bank.

Make OUR bank YOUR bank  
We pay four per cent interest on Certificates of Deposits.

**EXCHANGE BANK**

CARRIZOZO,

NEW MEXICO

## Advertise

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Want a Cook  
Want a Clerk  
Want a Partner  
Want a Situation  
Want a Servant Girl  
Want to Sell a Piano  
Want to Sell a Carriage  
Want to Sell Town Property  
Want to Sell Your Groceries  
Want to Sell Your Hardware  
Want Customers for Anything  
Advertise Weekly in This Paper.  
Advertising Is the Way to Success  
Advertising Brings Customers  
Advertising Keeps Customers  
Advertising Insures Success  
Advertising Shows Energy  
Advertising Shows Pluck  
Advertising Is "Big"  
Advertise or Bust  
Advertise Long  
Advertise Well  
ADVERTISE  
At Once

## In This Paper

FOR QUICK SALE:—Fine ranch near Lincoln, 110 acres, of which about 50 acres is under cultivation. Three undivided water rights in Rio Bonito, good orchard, some alfalfa, good house and outbuildings. Ranch will handle 200 or 300 head of cattle including the range it controls. Must be sold within sixty days. Big Snap. DENNY & OSBORN.

## WISE, ALL RIGHT



Mr. Wise—Where is the man that struck my wife—where is he?  
Bystander—What'll you do if you find him?  
Mr. Wise—Introduce him to my mother-in-law.